

Buying Time LLC
 650 Massachusetts Ave, NW
 Suite 210
 Washington DC 20001

Walter Dalton/ D/ Governor/ NC
 Submission Number 279 Issue 5



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client: Walter Dalton/ D/ Governor/ NC	Submission Cost: 1555	Campaign Ref: E:120813040
Buyer: ..	Client/Product/Estimate: 323 /326 /2212	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06273999
Est./PO Number: 06273999	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Dalton For Governor	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
13	M-F 7p News .TW....	06	85	30 Comme	Nbr of Spots	2	2	170
14	Sat 7p NewsS.	06	60	30 Comme	Nbr of Spots	1	1	60
15	Sat Notre Dame FootballS.	06	150	30 Comme	Nbr of Spots	1	1	150
16	M-F 10a Today Show IIIF..	06	50	30 Comme	Nbr of Spots	1	1	50
17	M-F 6p News .T.TF..	05	150	30 Comme	Nbr of Spots	3	3	450
18	M-F 6p News M.....	06	75	30 Comme	Nbr of Spots	1	1	75
19	M-F 7a Today Show M.....	03	550	30 Comme	Nbr of Spots	1	1	550
20	M-F 1135p ET / 1035p CT Tonight Show M.....	06	50	30 Comme	Nbr of Spots	1	1	50
Weekly Totals: Total Spots(Ord Spots)					8	3	11	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
Weekly Totals: Total Spots(Ord Spots)								
					8	3	11	

Grand Totals

		Month 11 Weeks: 4	
	Totals	10/29	11/05
Spots	11	8	3
Cost	1555	880	675

Grand Totals:

Spots:	11
Gross Total:	1,555.00
Commission:	233.25
Net Total:	1,321.75

ADV # ADV. NAME POLI/W DALTON/D/GOV/NC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME BUYING TIME, LLC BUYER NAME KATHRYN WELSH
 650 MASSACHUSETTS AVE. N.W. #210 SALES PRSN WA- MICK NESCI (H)
 WASHINGTON, DC 20001

ORDER # CONTRACT # 6273999 CLASS: NATL. LOCAL REGIONAL

PRDCT DALTON FOR GOVERNOR EST#2212 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 09.43

REP: REVISION
 2X ADDED FOR REBATES
 PLS CNF
 THANKS, MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
 STATION MAKEGOOD OFFERS:

M1 OK'D BUY#4 MISSED: SAT/600P-630P NOV3 30S \$200.00 (OCT25/12)
 OFFER: SAT/330P-700P NOV3 30S \$150.00 PLS ADVISE.
 & FRI/1000A-1100A NOV2 30S \$50.00
 CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X
 CMT: TODAY SHOW III - PLS ADVISE

M2 OK'D BUY#7 MISSED: TUE/600P-630P OCT30 30S \$200.00 (NOV2/12)
 BUY#8 TUE/700P-730P OCT30 30S \$205.00
 BUY#10 WED/700P-730P OCT31 30S \$205.00
 BUY#11 FRI/700P-730P NOV2 30S \$205.00
 BUY#6 THU/600P-630P NOV1 30S \$200.00
 BUY#5 SAT/700P-730P NOV3 30S \$150.00
 OFFER: TUE/600P-630P OCT30 30S \$150.00 PLS ADVISE.
 & TU-W/700P-730P OCT30 (2/WK) 30S \$85.00
 & SAT/700P-730P NOV3 30S \$60.00
 & TH-F/600P-630P NOV1 (2/WK) 30S \$150.00
 CMT: RATE REVISIONS PER STEVE

M3 OK'D BUY#2 MISSED: MON/600P-630P NOV5 30S \$200.00 (NOV2/12)
 OFFER: MON/600P-630P NOV5 30S \$75.00 PLS ADVISE.
 CMT: RATE REVISIONS PER STEVE

REP HEADLINE# 6273999 TRF# E:120813
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION NOV2/12 09.43
*** WNCN-TV ***

CONTRACT TOTAL \$1,555.00
TOTAL SPOTS 11

FAX# 703-516-9680
HARRIS REPORT FROM REP NOV2/12 08.37
CHANGES *** WNCN-TV ***

REP. #	OFF. #	SALESMAN #
BUYER NAME KATHRYN WELSH		

SALES PRSN WA- MICK NESCI (H)

CLASS: NATL.	LOCAL	REGIONAL
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PRDCT DALTON FOR GOVERNOR EST#2212 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	OCT30/12	NOV5/12	WK-1
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DATE NOV2/12 08.37

REP: REVISION

REVISION
2X ADDED FOR REBATES
PLS CNF
THANKS, MICK

STA: **PLS SEE M3 RATE REVISIONS W/O 11/5 PER STEVE***
 ALSO M1-M2 UNRESOLVED

ALL PREBOOKED/AIRED
PLS REVISE
THX, CHERYL 11/1

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DALTON FOR GOVERNOR

[illegible]

AGENCY ADVERTISER CODE = 323 AGENCY EST# = 2212
AGENCY PRODUCT CODE = 326

1	700F-730F	30	\$205.00	11/2	11/2	0	FRI	0
S								

PROGRAM : NBC 17 7P NEWS
CON COM1: NBC 17 7P NEWS

2	600F-630F	30	\$200.00	11/5	0	MON
5						

PROGRAM : NBC 17 NEWS AT 6P
CON COM1: NBC 17 NEWS AT 6P

FAX# 703-516-9680
HARRIS REPORT FROM REP NOV2/12 08.37
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	A		600P-630P	30		\$75.00	11/5	11/5	1		MON	1
PROGRAM : NBC 17 NEWS AT 6P												
ORD COM1 : RATE REVISIONS PER STEVE												
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-2 FOR 1 SPOT/WK												
4	S		600P-630P	30		\$200.00	11/3	11/3	0		SAT	0
PROGRAM : NBC 17 NEWS AT 6PM												
CON COM1 : NBC 17 NEWS AT 6PM												
11	A		330P-700P	30		\$150.00	11/3	11/3	1		SAT	1
PROGRAM : NOTRE DAME FOOTBALL												
ORD COM1 : NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X												
ORD COM2 : TODAY SHOW III - PLS ADVISE												
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-4 FOR 1 SPOT/WK												
12	A		1000A-1100A	30		\$50.00	11/2	11/2	1		FRI	1
PROGRAM : TODAY SHOW III												
ORD COM1 : NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X												
ORD COM2 : TODAY SHOW III - PLS ADVISE												
PART OF A MAKEGOOD MADE UP OF LINES 11-12												
5	S		700P-730P	30		\$150.00	11/3	11/3	0		SAT	0
PROGRAM : NBC 17 NEWS AT 7PM												
CON COM1 : NBC 17 NEWS AT 7PM												
6	S		600P-630P	30		\$200.00	11/1	11/1	0		THU	0
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1 : NBC 17 NEWS AT 6P												
7	S		600P-630P	30		\$200.00	10/30	10/30	0		TUE	0
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1 : NBC 17 NEWS AT 6P												
13	A		600P-630P	30		\$150.00	10/30	10/30	1		TUE	1
PROGRAM : 6P NEWS												
ORD COM1 : RATE REVISIONS PER STEVE												
THIS IS A MAKE-GOOD FOR OCT30 ON LINE-7 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT30 ON LINE-8 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT31 ON LINE-10 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-1 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-6 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-5 FOR 1 SPOT/WK												

FAX# 703-516-9680
HARRIS REPORT FROM REP NOV2/12 08.37
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	A		700P-730P	30		\$85.00	10/30	10/31	2		TU-W	2
PROGRAM : 7P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
15	A		700P-730P	30		\$60.00	11/3	11/3	1		SAT	1
PROGRAM : SAT 7P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
16	A		600P-630P	30		\$150.00	11/1	11/2	2		TH-F	2
PROGRAM : 6P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
8	S		700P-730P	30		\$205.00	10/30	10/30	0		TUE	0
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
10	S		700P-730P	30		\$205.00	10/31	10/31	0		WED	0
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
18	A		700A-900A	30		\$550.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW CON COM1 : **FOR REBATES**												
19	A		1135P-1235A	30		\$50.00	11/5	11/5	1		MON	1
PROGRAM : TONIGHT SHOW CON COM1 : **FOR REBATES**												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#4	MISSED: SAT/600P-630P NOV3 30S \$200.00 (OCT25/12) OFFER: SAT/330P-700P NOV3 30S \$150.00 PLS ADVISE. & FRI/1000A-1100A NOV2 30S \$50.00 CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X CMT: TODAY SHOW III - PLS ADVISE									

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#7	MISSED: TUE/600P-630P				OCT30		30S	\$200.00	(NOV2/12)	
		BUY#8	TUE/700P-730P				OCT30		30S	\$205.00		
		BUY#10	WED/700P-730P				OCT31		30S	\$205.00		
		BUY#1	FRI/700P-730P				NOV2		30S	\$205.00		
		BUY#6	THU/600P-630P				NOV1		30S	\$200.00		
		BUY#5	SAT/700P-730P				NOV3		30S	\$150.00		
			OFFER: TUE/600P-630P				OCT30		30S	\$150.00	PLS ADVISE.	
			& TU-W/700P-730P				OCT30 (2/WK)		30S	\$85.00		
			& SAT/700P-730P				NOV3		30S	\$60.00		
			& TH-F/600P-630P				NOV1 (2/WK)		30S	\$150.00		
			CMT: RATE REVISIONS									
			PER STEVE									
M3	OK'D	BUY#2	MISSED: MON/600P-630P				NOV5		30S	\$200.00	(NOV2/12)	
			OFFER: MON/600P-630P				NOV5		30S	\$75.00	PLS ADVISE.	
			CMT: RATE REVISIONS									
			PER STEVE									

NOV/12 \$1,555.00

CONTRACT TOTAL \$1,555.00
TOTAL SPOTS 11

MARKET TOTALS \$65,666 WNCN 3% WRAL 43% WTVB 51% WRDZ 0% WLFL 0% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # ADV. NAME POLI/W DALTON/D/GOV/NC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME BUYING TIME, LLC BUYER NAME KATHRYN WELSH
 650 MASSACHUSETTS AVE. N.W. #210 SALES PRSN WA- MICK NESCI (H)
 WASHINGTON, DC 20001

ORDER # CONTRACT # 6273999 CLASS: NATL. LOCAL REGIONAL

PRDCT DALTON FOR GOVERNOR EST#2212 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG13/12 08.42

REP: NEW ORDER
 TTL \$1,970 @10X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MICK
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 DALTON FOR GOVERNOR

Handwritten initials and signature

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700P-730P	30		\$205.00	11/2	11/2	1		FRI	1
AGENCY ADVERTISER CODE = 323 AGENCY PRODUCT CODE = 326 AGENCY EST# = 2212												
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
2			600P-630P	30		\$200.00	11/5	11/5	1		MON	1
PROGRAM : NBC 17 NEWS AT 6P CON COM1 : NBC 17 NEWS AT 6P												
3			700P-730P	30		\$205.00	11/5	11/5	1		MON	1
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												

Handwritten notes:
 MM
 8/13

REP HEADLINE# 6273999
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG13/12 08.4
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$200.00	11/3	11/3	1		SAT	1
PROGRAM : NBC 17 NEWS AT 6PM												
CON COM1: NBC 17 NEWS AT 6PM												
5			700P-730P	30		\$150.00	11/3	11/3	1		SAT	1
PROGRAM : NBC 17 NEWS AT 7PM												
CON COM1: NBC 17 NEWS AT 7PM												
6			600P-630P	30		\$200.00	11/1	11/1	1		THU	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
7			600P-630P	30		\$200.00	10/30	10/30	1		TUE	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
8			700P-730P	30		\$205.00	10/30	10/30	1		TUE	1
PROGRAM : NBC 17 7P NEWS												
CON COM1: NBC 17 7P NEWS												
9			600P-630P	30		\$200.00	10/31	10/31	1		WED	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
10			700P-730P	30		\$205.00	10/31	10/31	1		WED	1
PROGRAM : NBC 17 7P NEWS												
CON COM1: NBC 17 7P NEWS												
NOV/12 \$1,970.00												
												CONTRACT TOTAL \$1,970.00
												TOTAL SPOTS 10

MARKET TOTALS \$65,666 WNCN 3% WRAL 43% WTVB 51% WRDZ 3% WRDC 0% WLFL 0% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

8/14/12

I, Buying Time LLC,
being/on behalf of: Dalton for Governor, a legally
qualified candidate of the Democratic political
party for the office of: North Carolina Governor
in the General
election to be held on: November 6th, 2012
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges: \$

NET

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Dalton for Governor
P.O. Box 1696
Raleigh, N.C. 27602

Scott Falmlen-Treasurer

Phone: (919) 755-6888

I represent that the payment for the above described broadcast time has been furnished by:

Dalton for Governor

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Falmlen-Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/14/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title